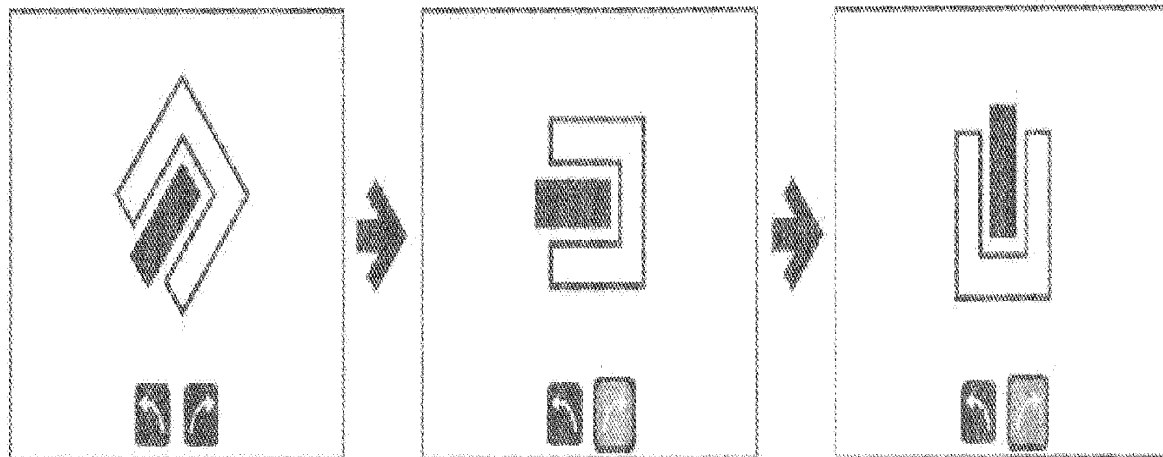


## Indicative interactive ads enabled by the patented format

**Goal: Correct positioning of a logo**



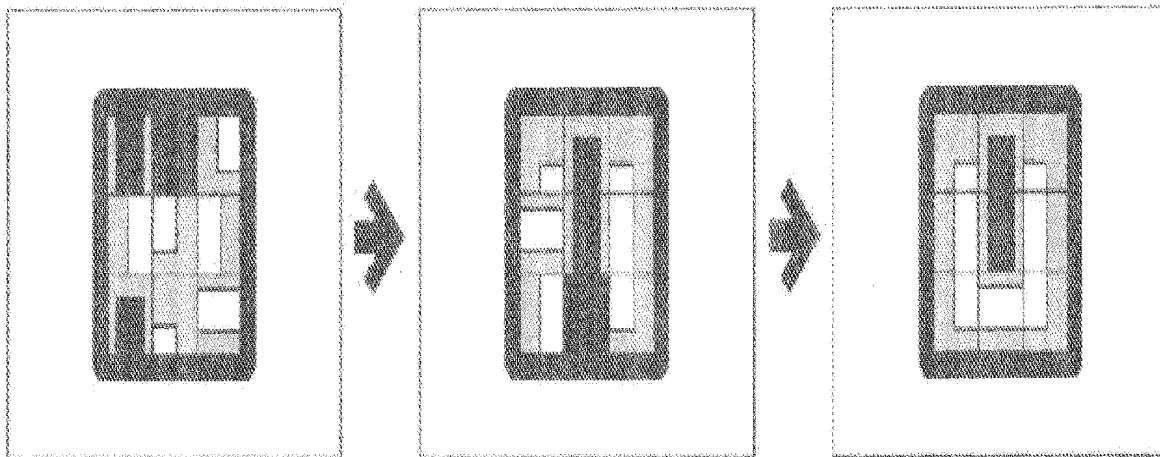
The logo rotates.

Users must press arrow buttons to position it correctly.

The position in the 3rd frame is the correct answer that allows users to earn credit and proceed.

**Indicative interactive ads enabled by the patented format:**

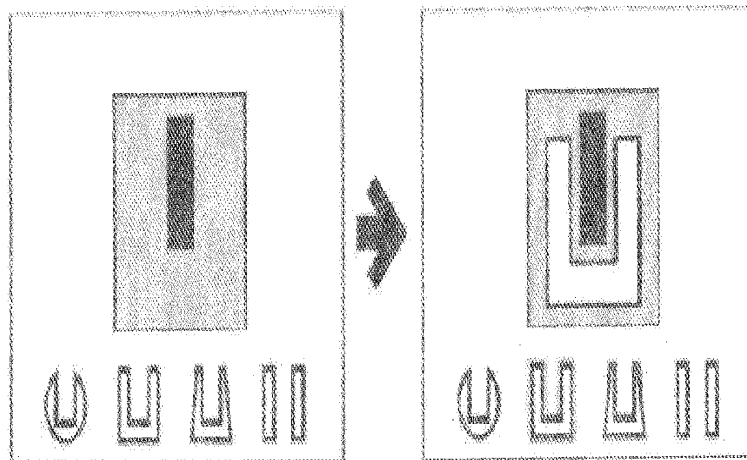
**Goal: To form the logo image**



Users use arrows to move around the «missing piece». As the «missing piece» is moved around, so are the other pieces until the logo is formed.

**Indicative interactive ads enabled by the patented format:**

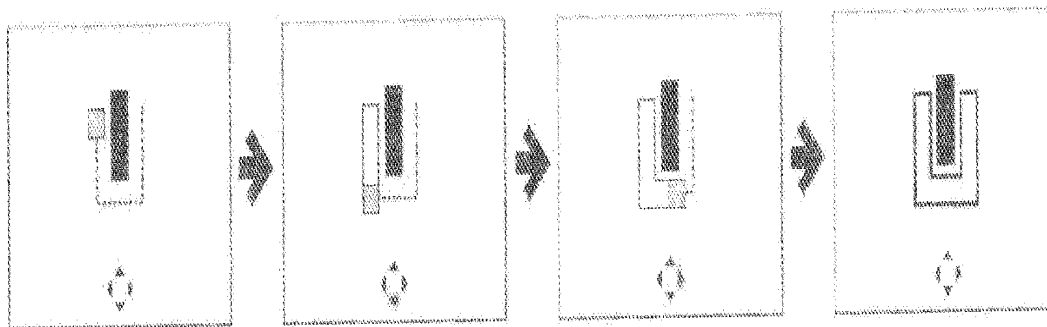
**Goal: To choose the correct missing alternative shapes**



Alternative shapes are proposed. Users may use their keyboard (or other peripherals) to select the right shape (the second from left)

**Indicative interactive ads enabled by the patented format:**

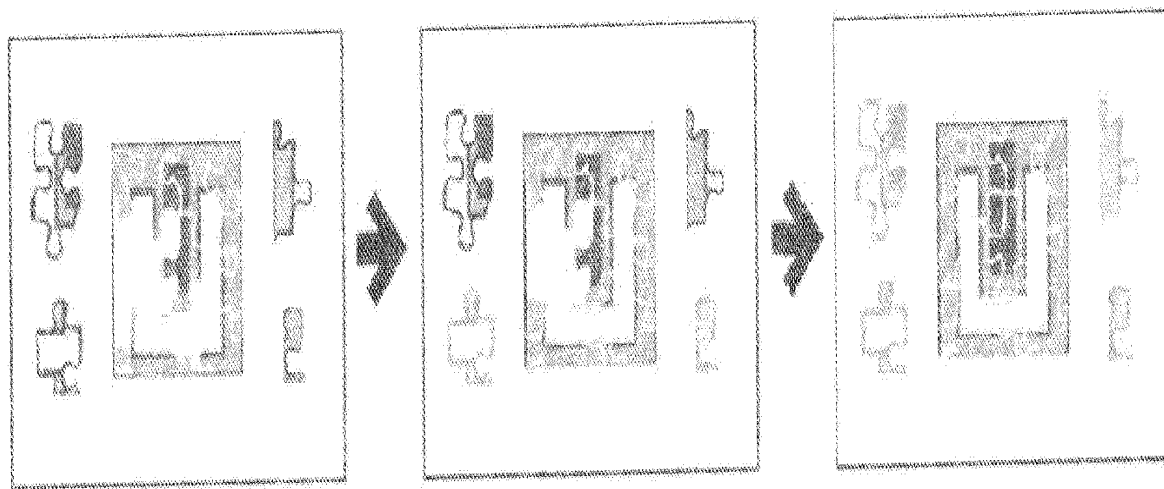
**Goal: To draw the missing shape of the logo**



Users use arrow keys (or other peripherals) to «draw» the missing piece of the logo's shape by driving the cursor along the dotted pattern.

**Indicative interactive ads enabled by the patented format:**

**Goal: Construct the puzzle to form the logo**

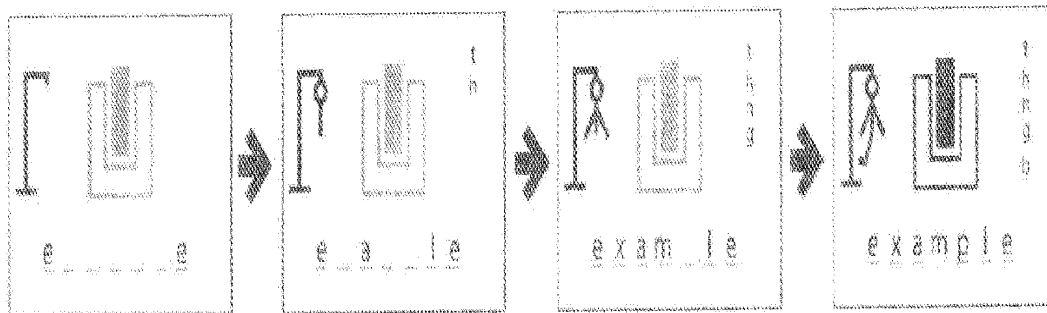


Users may select and move around puzzle pieces until the logo is formed.

A timing element could be introduced (shorter time to solve  $\Rightarrow$  more credit earned)

## Indicative interactive ads enabled by the patented format:

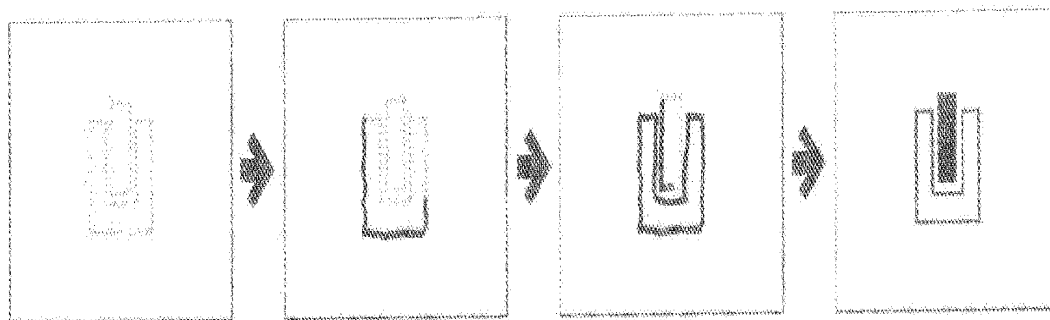
Goal: to solve the word game



Users try different letters in finding the appropriate letters to form the brand name or brand slogan and to avoid getting hunged.

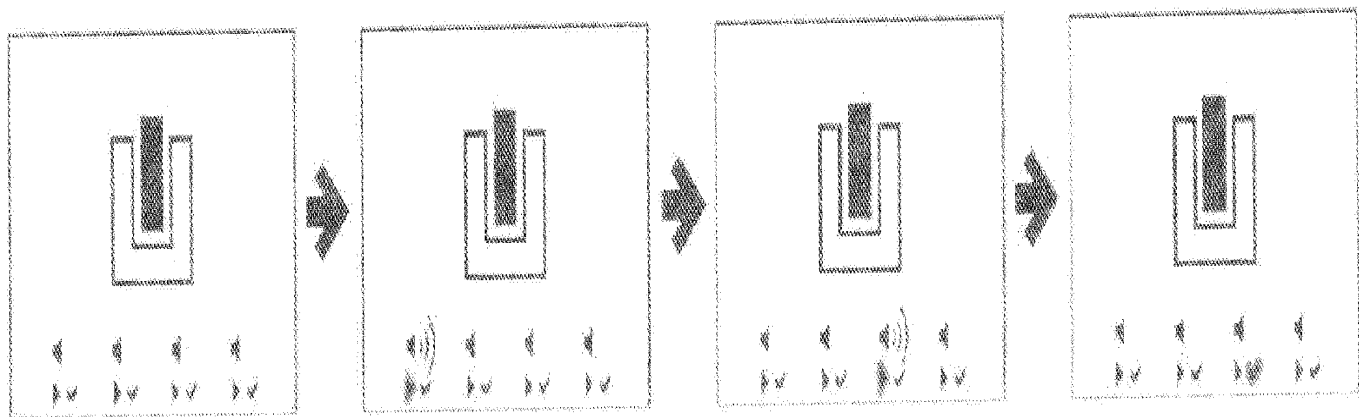
## **Indicative interactive ads enabled by the patented format**

**Goal: Drive cursor along the dotted pattern to draw the logo**



Users may use their keyboard, mouse or other peripherals to draw the logo. They may even do this by touching the screen in case they have installed a touch-screen software.

**Indicative interactive ads enabled by the patented format**  
**Goal: to recognize and select the correct tune**  
**(associated with a brand)**



Users view the logo and recognize the brand.

They must choose to play different tunes and select the one that is associated with the specific brand.